Communications Update

C.L. Lopez, Communications Officer

The voices of Human Services can be heard throughout Southern California. In recent months, Human Services staff has been featured guests on Eye on the Community, a community news program that can be heard on KFROG's five affiliate radio stations. These stations, which reach nearly 700,000 listeners, can be heard in San Bernardino, Riverside, Orange and Los Angeles Counties. The show is a platform to discuss their departments' services. The weekly show's host highlights programs that benefit residents in Riverside and San Bernardino Counties.

The show also benefits Human Services departments. Eye on the Community has become a valuable tool for Human Services staff to reach customers. Prior to the sessions, questions are submitted to the host to use during the interview. Departments are able to determine the topics of the sessions. Behavioral Health, the Coalition Against Sexual Exploitation (CASE), Preschool Services, Public Health, Transitional Assistance Department (TAD) and Veterans Affairs staff have already been featured on the show.

The departments have provided information about topics ranging from TAD's Volunteer Income Tax Assistance program to recognizing the signs of a suicidal individual. The information Human Services staff share on Eye on the Community is not only helpful, but it also can be used to save lives.

Once the show has aired on Sunday evenings, an audio file of the interview is posted on the station's site and the link to the interview can be posted on department websites and social media sites. In the next few months, all Human Services departments will have their programs featured on the show. We are scheduling upcoming sessions to highlight awareness campaigns in April and May and look forward to being able to better inform the community about Human Services' many programs.